

Note: A new public hearing on this petition is required due to an advertising error. The petition will proceed to Zoning Committee on March 20, 2013 and to City Council on March 25, 2013 for a decision.

REQUEST	Current Zoning: UMUD-O, uptown mixed use district-optional Proposed Zoning: UMUD-O SPA, uptown mixed use district-optional, site plan amendment
LOCATION	Approximately 8.42 acres surrounded by Graham Street, W. 4th Street, Mint Street, and Martin Luther King, Jr. Boulevard. (Council District 2 – Mitchell)
SUMMARY OF PETITION	This site plan amendment proposes new optional requests to allow variations to the size, placement and number of signs, and to relocate required street trees.
STAFF RECOMMENDATION	Staff recommends approval of this petition upon resolution of outstanding issues. This petition is consistent with the recommendations of the <i>Charlotte Center City 2020 Vision Plan</i> .
PROPERTY OWNER PETITIONER AGENT/REPRESENTATIVE	Mecklenburg County Charlotte Knights Odell Associates, Inc.
COMMUNITY MEETING	Meeting is required and has been held. Report available online.

PLANNING STAFF REVIEW

- **Background**
The subject property was rezoned via Petition 2007-136 for an optional provision to allow vehicular maneuvering in the right-of-way along Martin Luther King, Jr. Boulevard.
- **Proposed Request Details**
The site plan accompanying this petition contains the following provisions:
 - Permitted uses include a minor league baseball stadium and/or other uses permitted in the UMUD district.
 - Site will be viewed as a unified development, in terms of building elements and development components but may be subdivided to create interior lots with no side or rear yards, and no internal separation required.
 - Carryover of the optional provision approved for previous rezoning petition 2007-136 to allow vehicular maneuvering in the right-of-way along Martin Luther King, Jr. Boulevard.
 - New optional provisions include:
 - Variations regarding the size, placement and information contained within signage via identification, sponsorship and advertising signs. The proposed signage variations are included in a comprehensive signage plan document as part of the rezoning and are in the form of banners, decorative static artwork murals, static wall advertising graphic panels, historical plaques, LED moving message panels, a 490 square foot LED motion display panel, a 1,776 square foot sponsorship sign on the rear of the batter's eye wall and a 1,711 square foot sponsorship sign on the rear of the scoreboard.
 - Relocation of two street trees in front of the proposed 490 square foot LED motion display panel on Mint Street.

- **Existing Zoning and Land Use**

The subject property is currently under development for the Charlotte Knights' Ballpark. The site is surrounded by mixed-use developments zoned UMUD, UMUD-O, MUDD, UR-2 and UR-3.

- **Rezoning History in Area**

There have been several UMUD-O site plan amendments in the area located between Church Street and South Tryon Street. Petition 2010-008 allowed for additional signage options for cultural arts facilities and exhibits located within the Levine Center for the Arts. Petition 2008-095 allowed the addition of a 966 square foot LED sign to the south side of the Knight Theater, and Petition 2007-151 provided relief from the requirements regarding street walls and appearance of first floors of the Bechtler Museum building.

- **Public Plans and Policies**

- The *Charlotte Center City 2020 Vision Plan (2011)* envisions the ballpark as being designed to add architectural interest to the neighborhood, providing a positive aesthetic impact on the streetscape, and providing public art.
 - The petition is consistent with the *Charlotte Center City 2020 Vision Plan*.
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DEPARTMENT COMMENTS (see full department reports online)

- **Charlotte Area Transit System:** No issues.
 - **Charlotte Department of Neighborhood & Business Services:** No issues.
 - **Transportation:** No issues.
 - **Vehicle Trip Generation:** The petition will not affect the number of vehicle trips.
 - **Connectivity:** No issues.
 - **Charlotte Fire Department:** No issues.
 - **Charlotte-Mecklenburg Schools:** Not applicable.
 - **Charlotte-Mecklenburg Storm Water Services:** No issues.
 - **Charlotte-Mecklenburg Utilities:** No issues.
 - **Engineering and Property Management:** No issues.
 - **Mecklenburg County Land Use and Environmental Services Agency:** No issues.
 - **Mecklenburg County Parks and Recreation Department:** No issues.
 - **Urban Forestry:** No issues.
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ENVIRONMENTALLY SENSITIVE SITE DESIGN (see full department reports online)

- **Site Design:** The following explains how the petition addresses the environmentally sensitive site design guidance in the *General Development Policies-Environment*.
 - This site meets minimum ordinance standards.

OUTSTANDING ISSUES

- The petitioner should:
 1. List proposed zoning as UMUD-O SPA.
 2. Remove notes "E" and the "Statement with respect to the graphics..." in their entirety.
 3. Add a note that administrative changes may be made in accordance with Section 6.207.
 4. Add a note indicating if the proposed signs are replacing or in addition to what is allowed by the zoning ordinance for UMUD.
 5. Reduce the square footage of the proposed 1,776 square foot sign on the rear of the batter's eye wall to 75% of the wall area with up to 5% for sponsorship.

6. Reduce the square footage of the proposed 1,711 square foot sign on the rear of the scoreboard to 50% of the wall area and limit the signage to "identification signage" rather than "sponsorship signage".
 7. Provide a note indicating the "Vintage 'Ghost Sign' Murals" identified along South Graham Street will be installed prior to the final certificate of occupancy being issued.
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Attachments Online at www.rezoning.org

- Application
- Site Plan
- Community Meeting Report
- Charlotte Area Transit System Review
- Charlotte Department of Neighborhood & Business Services Review
- Transportation Review
- Charlotte Fire Department Review
- Charlotte-Mecklenburg Storm Water Services Review
- Charlotte-Mecklenburg Utilities
- Engineering and Property Management Review
- Mecklenburg County Land Use and Environmental Services Agency Review
- Mecklenburg County Parks and Recreation Review
- Urban Forestry Review

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